

## Message Text

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TO SECSTATE WASHDC 4129  
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E.O. 11652: N/A  
TAGS: ETRD US UR  
SUBJ: RAYMOND LOEWY REACHES AGREEMENT WITH SOVIETS ON  
COOPERATION IN INDUSTRIAL DESIGN

1. RAYMOND LOEWY ADVISED EMBASSY NOVEMBER 23 THAT HE HAD JUST SIGNED AGREEMENT WITH LICENSINTORG ON COOPERATION IN FIELD OF INDUSTRIAL DESIGN. ALL-UNION RESEARCH INSTITUTE OF INDUSTRIAL DESIGN ALSO PARTICIPATED IN NEGOTIATIONS ON SOVIET SIDE, AS IS NOTED IN PRESS STATEMENT PREPARED BY SOVIETS AND APPROVED BY LOEWY. (TEXT BELOW). DUE TO LACK OF TIME, LOEWY WAS UNABLE VISIT EMBASSY AT CONCLUSION OF NEGOTIATIONS WITH SOVIETS AND EMBASSY DOES NOT HAVE DETAILS ON NATURE OF IMPENDING COMMERCIAL RELATIONSHIP WITH SOVIETS. HOWEVER, IF PRESS STATEMENT IS ANY GUIDE, EXTENT OF LOEWY'S COOPERATION WITH SOVIETS IN INDUSTRIAL DESIGN FIELD COULD BE EXTENSIVE AND ULTIMATELY OF CONSIDERABLE BENEFIT TO BOTH SIDES OF ARRANGEMENT. LOEWY INFORMED EMBASSY BY TELEPHONE THAT AGREEMENT WILL LAST FOR TWO AND ONE-HALF YEARS, EXTENDABLE BY MUTUAL AGREEMENT FOR ADDITIONAL PERIOD. MAJOR PROJECTS COVERED WILL BE "COMPLETELY NEW MOSKVICH" AUTO-MOBILE, KYDROFOILS, REACTORS, DOMESTIC REFRIGERATORS, CAMERAS AND WATCHES.

2. TEXT OF PRESS STATEMENT, WHICH CLEARLY IS RATHER INEPT TRANSLATION FROM ORIGINAL RUSSIAN, FOLLOWS:

BEGIN TEXT:  
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"V-O LICENSINTORG WITH THE PARTICIPATION OF THE ALL-UNION

RESERACH INSTITUTE OF INDUSTRIAL DESIGN HELD NEGOTIATIONS WITH ONE OF THE LEADING INDUSTRIAL DESIGN FIRMS OF AMERICAN, RAYMOND LOEWY-WILLIAM SNAITH INC. IT CONCERNED JOINT DEVELOPMENT OF A NUMBER OF MAJOR INDUSTRIAL PRODUCTS AND DESIGN PROJECTS. AT THE NEGOTIATIONS, THE FIRM WAS REPRESENTED BY RAYMOND LOEWY, ONE OF THE MOST OUTSTANDING INTERNATIONALLY KNOWN PROFESSIONALS IN THE FIELD OF INDUSTRIAL DESIGN. THE RANGE OF HIS CREATIVE ACTIVITIES COVERS A WIDE VARIETY FROM MASS-MANUFACTURED CONSUMER PRODUCTS TO SUCCESSFUL HABITABILITY PLANNING OF SPACE STATIONS AS CONSULTANT TO NASA SINCE 1967. "THE NEGOTIATIONS BETWEEN V/O LIC. AND RAYMOND -LOEWY-WS INC. HAVE RESULTED IN A LONG-TERM CONTRACT. SCIENTIFIC AND DESIGN TECHNOLOGICAL COLLABORATION OF THIS KIND IS THE FIRST USSR EXPERIMENT OF INTERNATIONAL COOPERATION IN THIS FIELD. IT IS EXPECTED THAT THE CONTRACT'S IMPLEMENTATION WILL PERMIT OUR INDUSTRY TO USE THE FIRM'S KNOWLEDGE AND EXPERIENCE, WHICH IS BASED ON LONG-TERM STUDY AND FORECASTS OF CONSUMER REQUIREMENTS IN INCREASINGLY COMPETITIVE WORLD MARKETS." END TEXT. DUBS

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## Message Attributes

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**Disposition Approved on Date:**  
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**Disposition Case Number:** n/a  
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**Status:** NATIVE  
**Subject:** RAYMOND LOEWY REACHES AGREEMENT WITH SOVIETS ON COOPERATION IN INDUSTRIAL DESIGN  
**TAGS:** ETRD, US, UR  
**To:** STATE  
**Type:** TE  
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